



# NTA Mystery Passenger Survey

## Go-Ahead Ireland - Outer Dublin Metropolitan Area (ODMA)

### 2023 Quarter 4

## Contents:

- Background to Research
- Section 1 Bus Equipment Performance
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## Research Background:

This research programme monitors service, quality and compliance with contractual Go-Ahead requirements through “mystery shopping” surveys, to measure key aspects of service delivery. This mystery shopping programme was designed to provide robust and actionable data to the National Transport Authority to measure the overall service performance of Go-Ahead through the eyes of its ‘customers’.

158 mystery shops were conducted during Quarter 4 with mystery shoppers acting as passengers while waiting for and on-board selected ODMA routes. A broad spread of bus routes were covered across different days of the week and times of the day.

The mystery shops were carried out by trained Ipsos assessors, all of whom have completed detailed training and are monitored in relation to report accuracy and quality. These assessors use mobile devices which enable both discreet and effective captures of location, bus and driver details at stops, when boarding, on board and after alighting buses.

2023 Quarter 4 took place between 11th September to 31st December 2023.

The charts show the percentages of responses for each measure. The base sizes are marked with an asterisk.

## Bus Equipment Performance

Contains questions relating to the following Bus Equipment Performance:

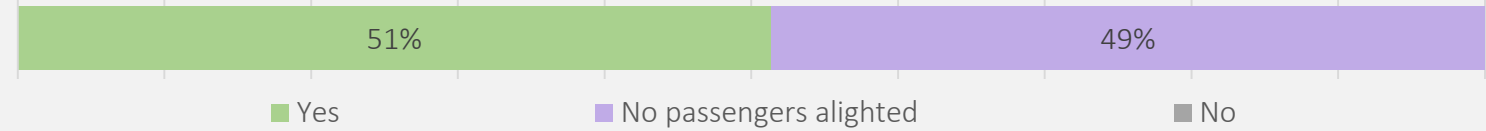
- Centre Doors
- Accessibility Ramps
- Information Displays / Audio Announcements
- Interior Lighting / On-board Temperature
- CCTV
- WIFI

## Bus Equipment Performance

### Bus Centre Doors

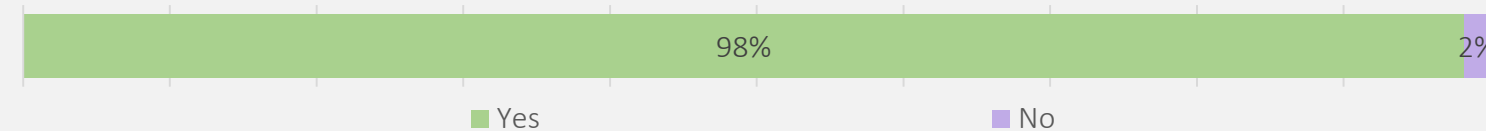
30A. When you were boarding the bus, did the driver open the centre doors for passengers who were getting off the bus? (IF YES TO CENTRE DOORS Q30/1) \*111

2023 Q4



66. When alighting, did the driver open the centre doors for you to alight? (IF YES TO CENTRE DOORS Q30/1) \*111

2023 Q4



66A. If "No" What were the reasons? \*2

2023 Q4

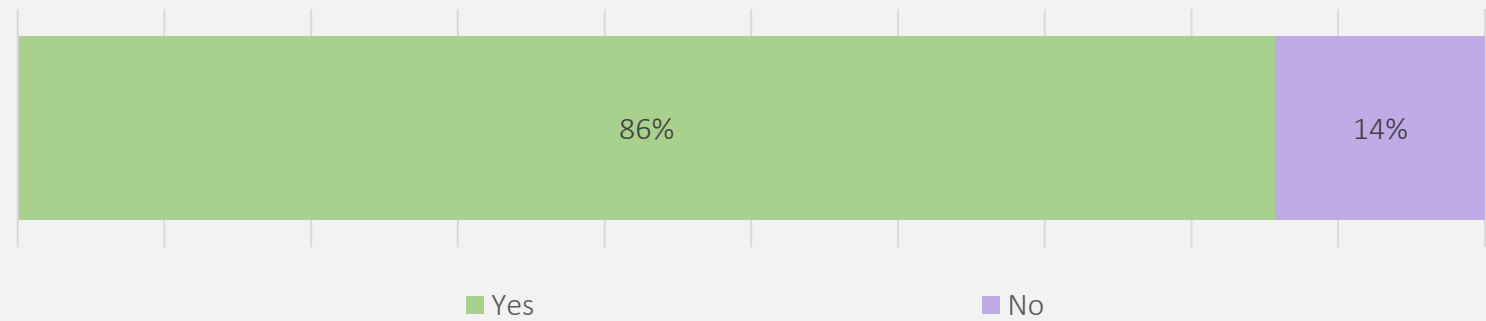


## Bus Equipment Performance

### Bus Accessibility Ramp

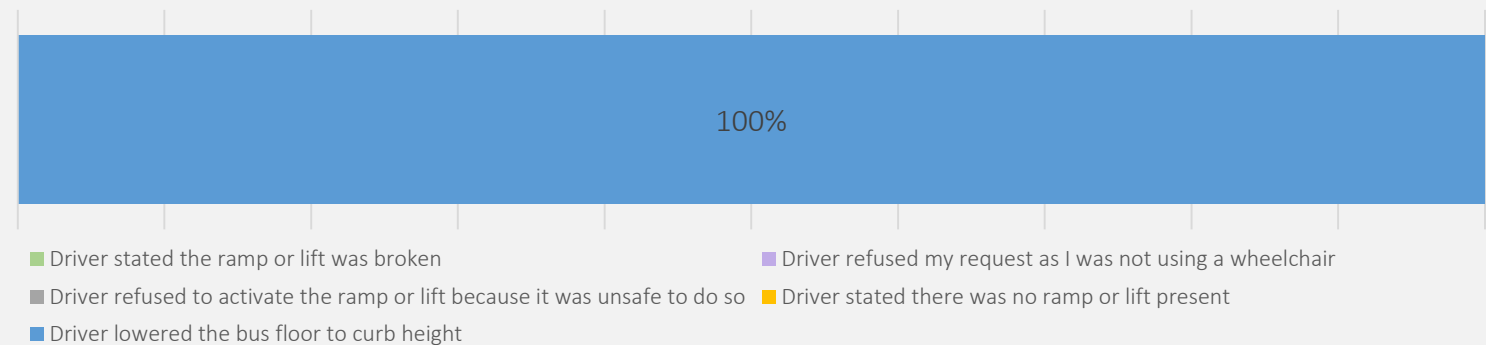
87A. Was the ramp or lift activated upon request? \*7

2023 Q4



87B. If not activated, why was this? \*1

2023 Q4



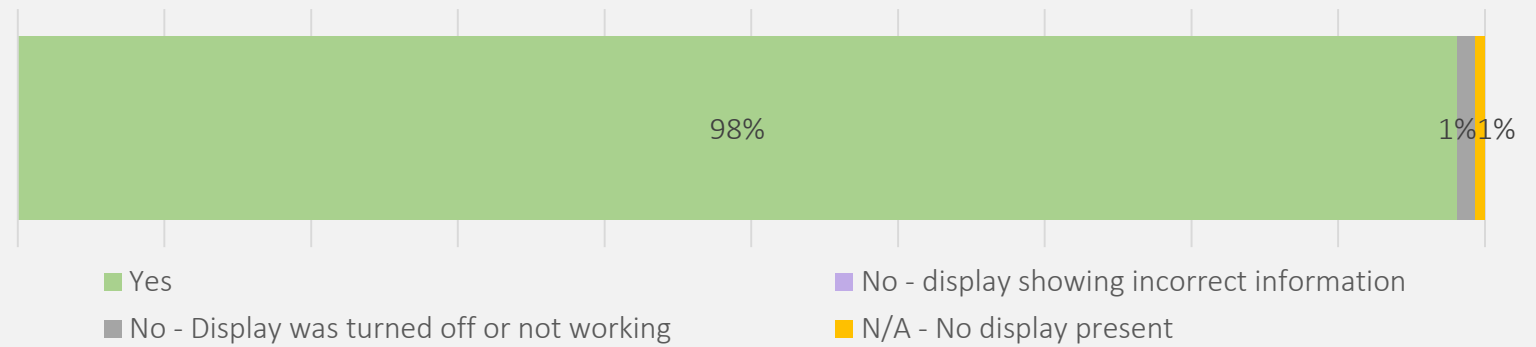
- Driver stated the ramp or lift was broken
- Driver refused my request as I was not using a wheelchair
- Driver refused to activate the ramp or lift because it was unsafe to do so
- Driver stated there was no ramp or lift present
- Driver lowered the bus floor to curb height

## Bus Equipment Performance

### Bus Electronic Board Performance

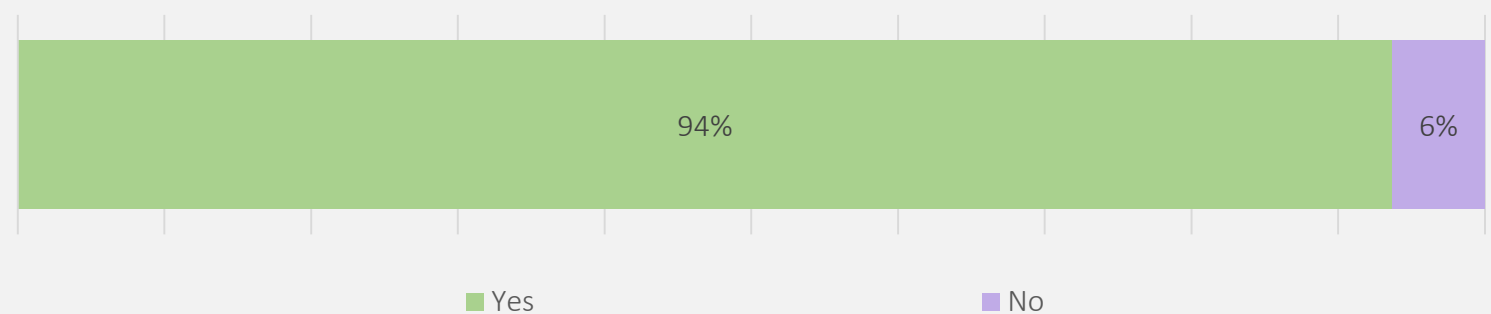
60. Was the information displayed on the electronic board showing correct 'next stop' information? \*158

2023 Q4



61. Was there an automatic next stop audio announcement? \*158

2023 Q4

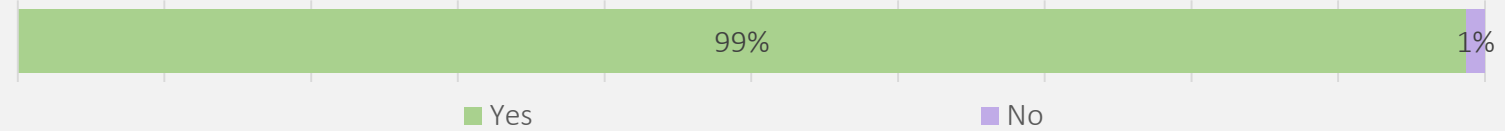


## Bus Equipment Performance

### Bus Route & Destination Display

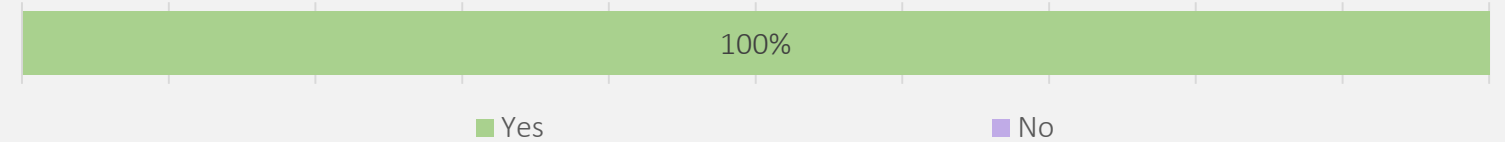
26. Was the route number displayed correctly on the front of the bus? \*158

2023 Q4



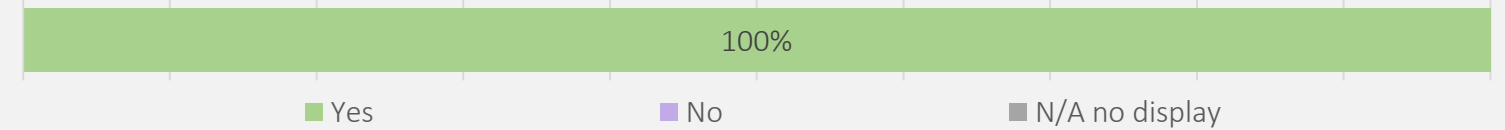
27. Was the destination displayed correctly on the front of the bus? \*158

2023 Q4



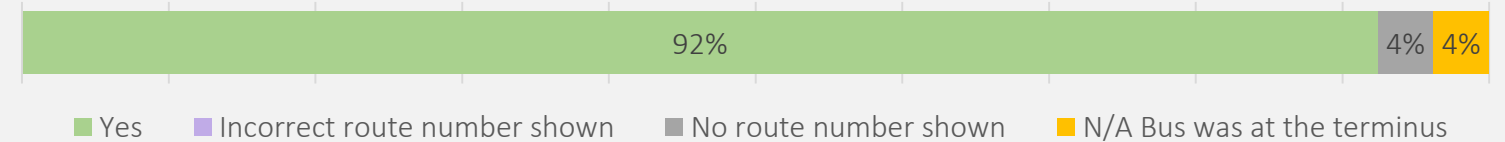
28. Was the route number displayed correctly on the side of the bus? \*158

2023 Q4



69. Was the correct route number displayed on the back of the bus? \*158

2023 Q4



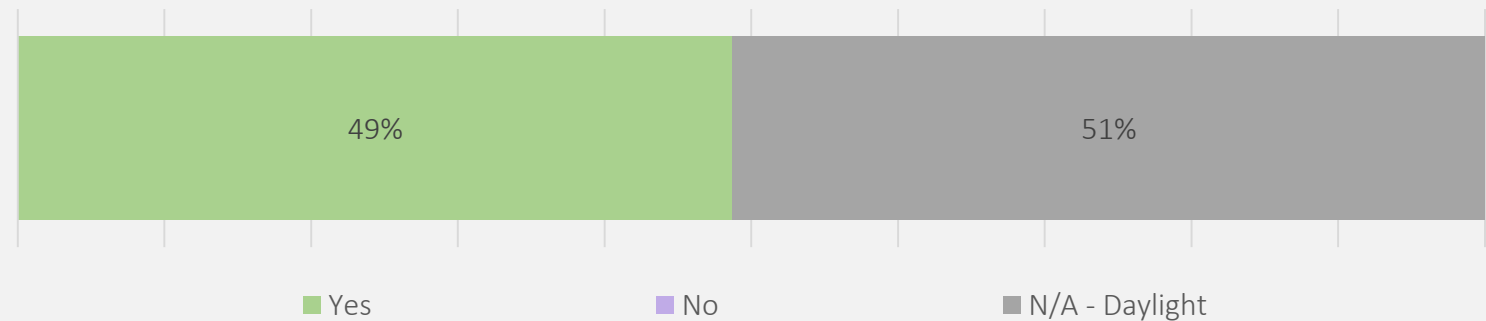


## Bus Equipment Performance

### Interior Lighting / On-Board Temperature

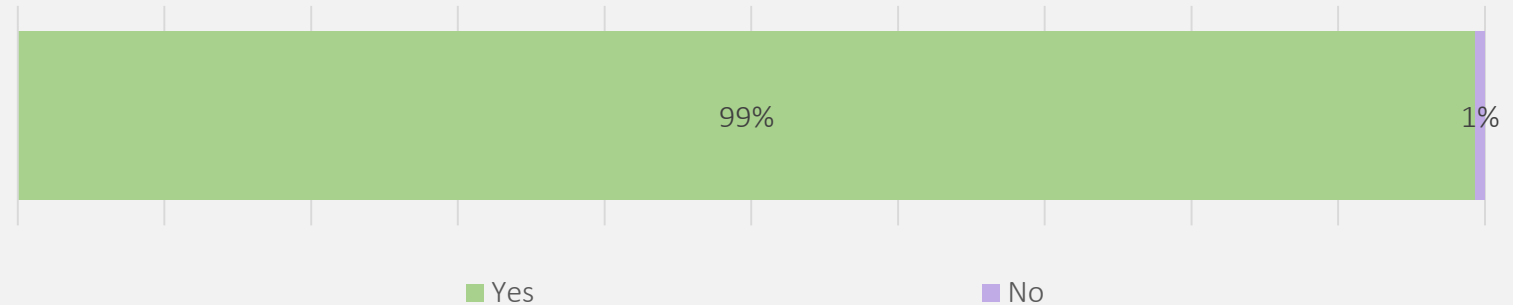
63. Was interior lighting on when required? If daylight, mark N/A. \*158

2023 Q4



64. Did you consider the temperature on board the bus was appropriate given the weather conditions? \*157

2023 Q4

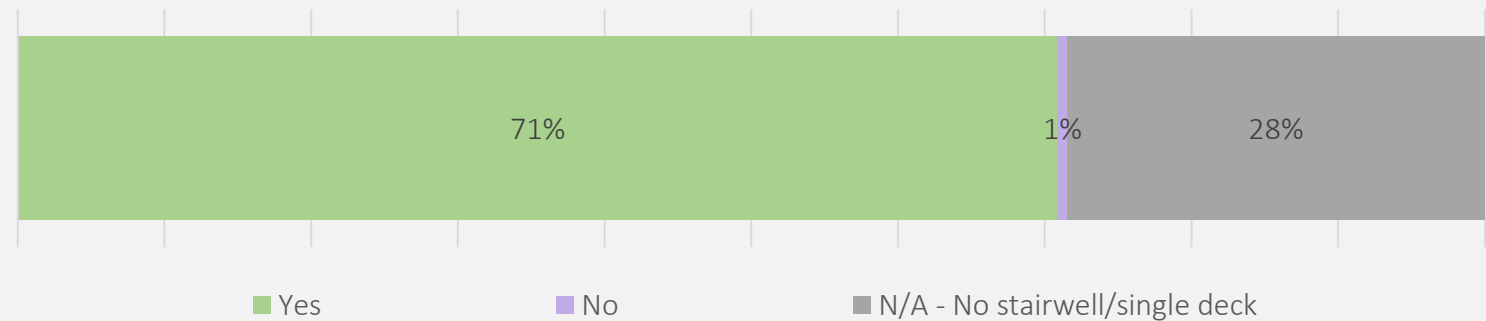


## Bus Equipment Performance

### Bus CCTV

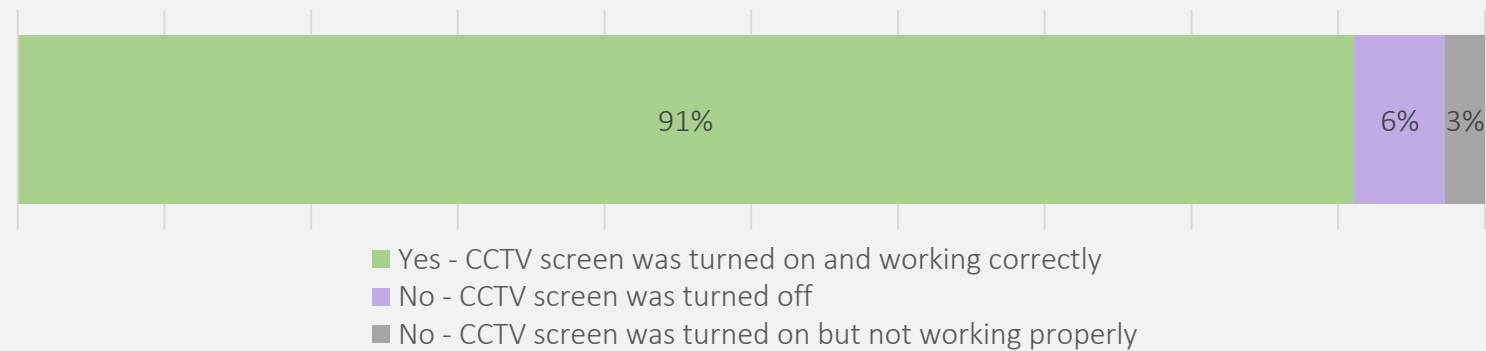
62. Was there a CCTV screen in stairwell on the bus? \*158

2023 Q4



62A. Was the CCTV screen in the stairwell working correctly? \*112 (114)

2023 Q4

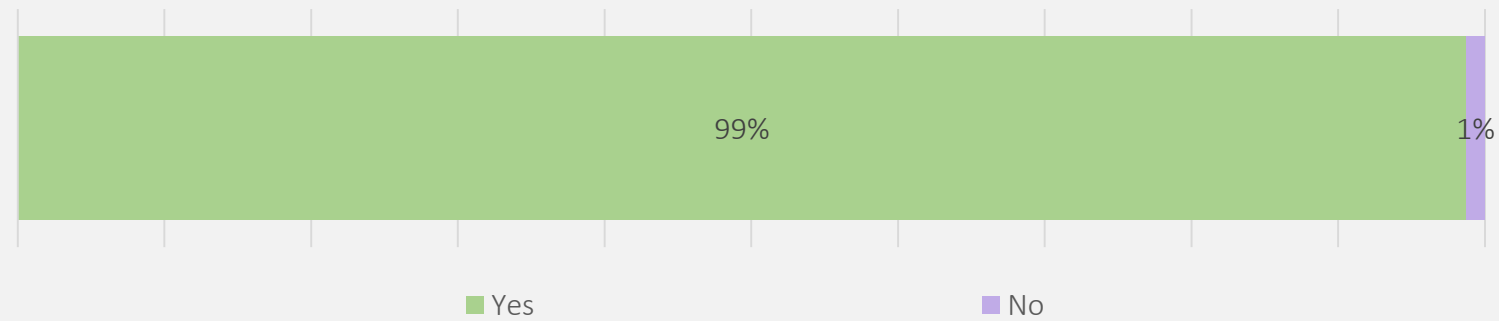


## Bus Equipment Performance

### On Board WIFI

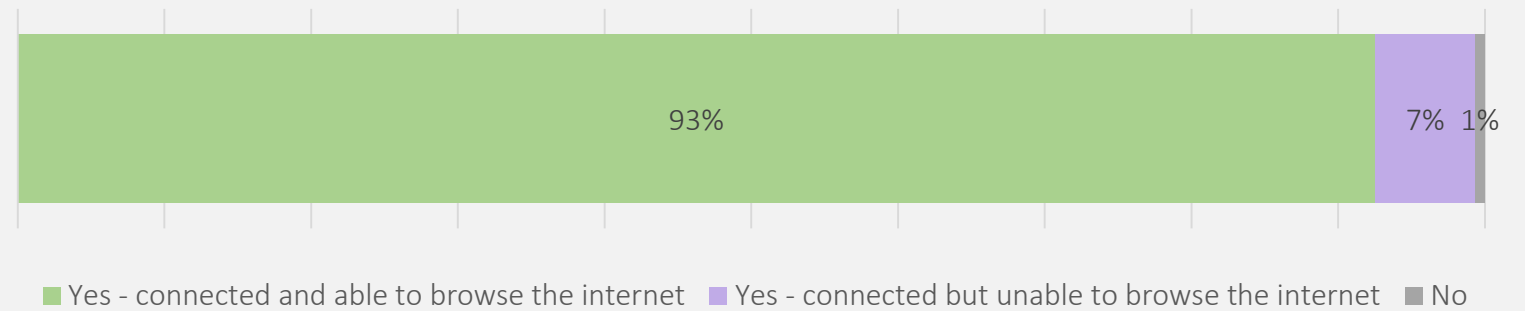
65. Was the operator Wi-Fi available on board the bus?  
\*155

2023 Q4



65A. Were you able to connect to the operator Wi-Fi network? \*147

2023 Q4



## Bus Driver Performance

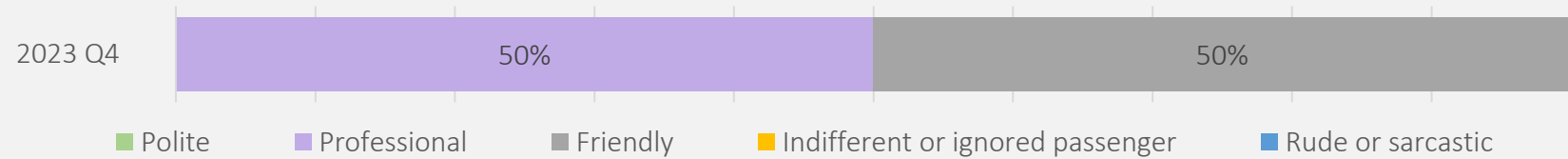
Contains questions relating to the following Bus Driver Performance:

- Driver Attitude
- Driver Presentation
- Bus Ride Quality
- Serving the Stop
- Other Driver Behaviours
- Route Diversion

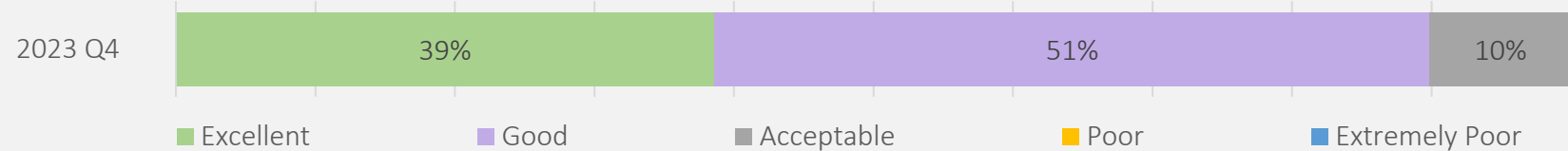
## Bus Driver Performance

### Driver Attitude

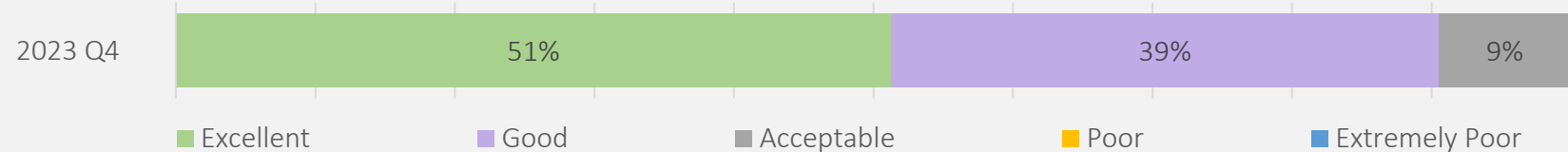
85A. How did the driver handle the situation?  
(If yes to DRIVER DISPUTE Q85/2 to Q85/7) \*2



33. What best describes the helpfulness of the driver?  
\*158



34. What best describes the politeness of the driver? \*158

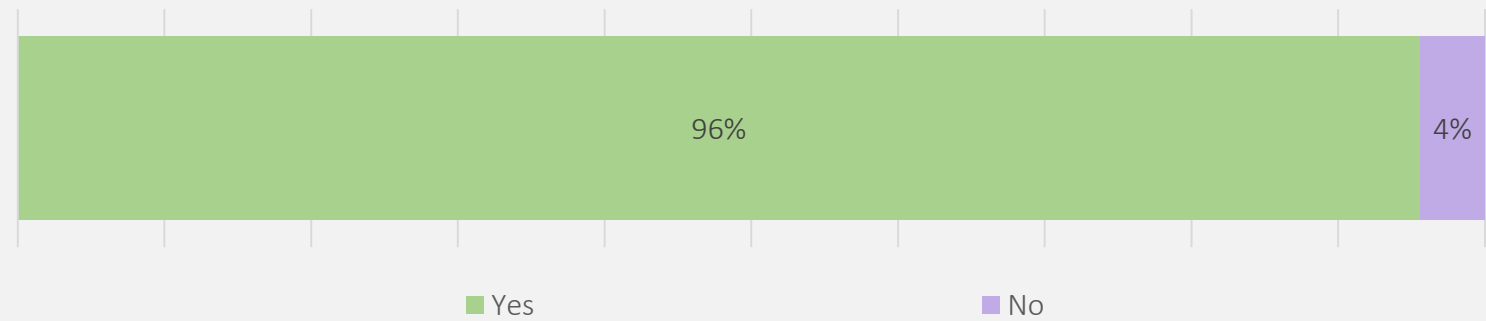


## Bus Driver Performance

### Driver Presentation

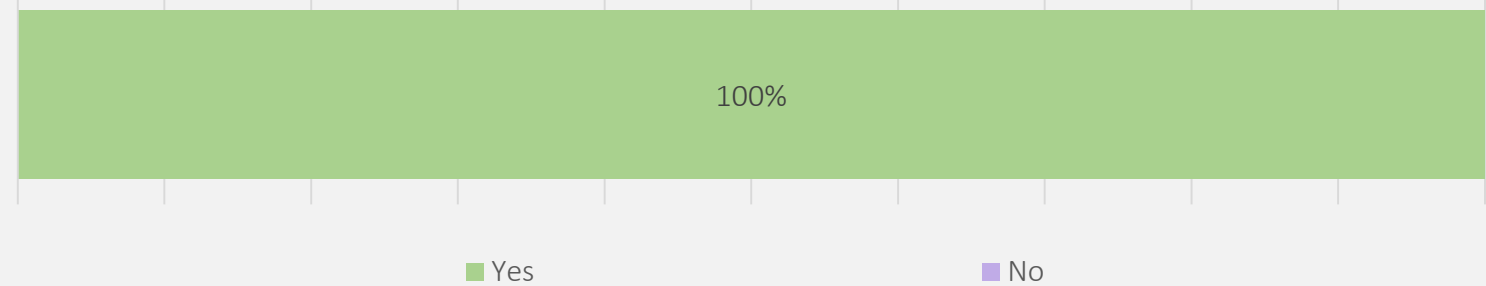
36. Was the driver wearing uniform? \*158

2023 Q4



37. Was the driver well presented? \*158

2023 Q4

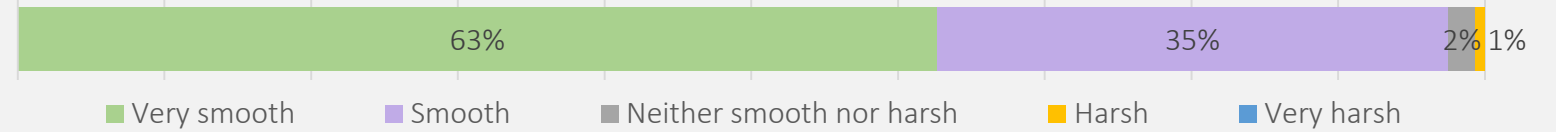


## Bus Driver Performance

### Bus Ride Quality

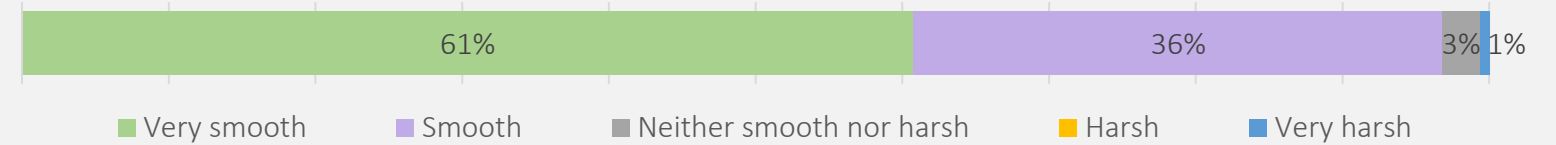
76. How would you rate the smoothness of acceleration based on your journey overall? (ASK ALL) \*158

2023 Q4



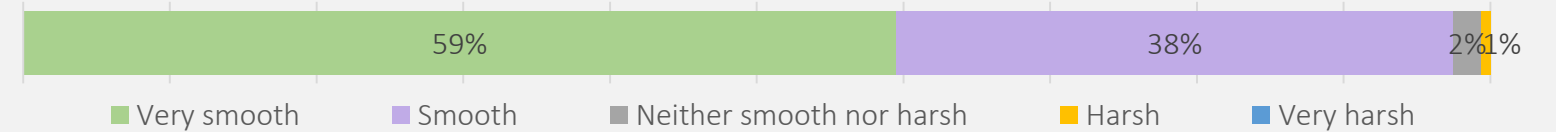
77. How would you rate the smoothness of braking based on your journey overall? \*158

2023 Q4



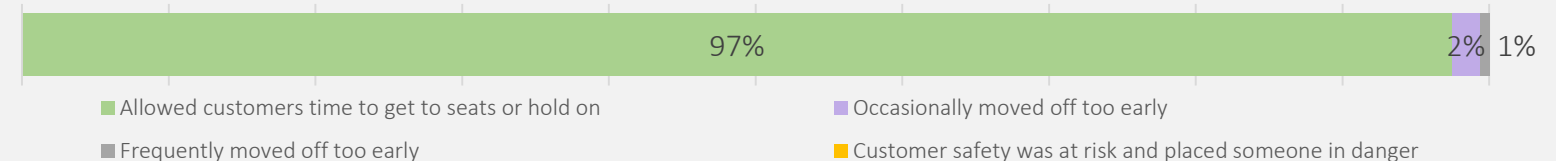
78. How would you rate the smoothness of steering based on your journey overall? \*158

2023 Q4



79. Did the driver give passengers adequate time to find their seats or hold on when moving off? \*158

2023 Q4

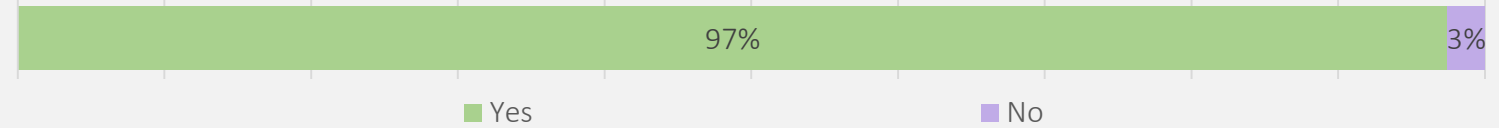


## Bus Driver Performance

### Serving the Stop

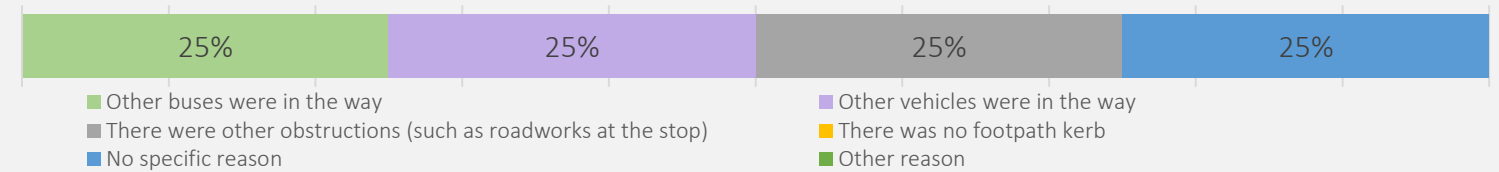
73. When you were getting off, did the bus pull up to the footpath kerb at the bus stop sufficiently to allow passengers board and alight from the bus without walking on the road? \*158

2023 Q4



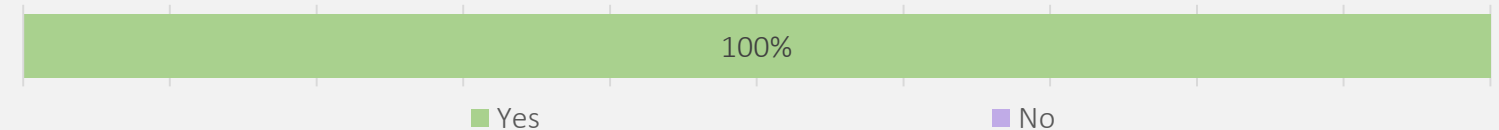
73A. Why did the bus not pull up to the kerb? \*4

2023 Q4



29. When you were getting on, did the bus pull up to the footpath kerb at the bus stop sufficiently to allow passengers board and alight from the bus without walking on the road? \*158

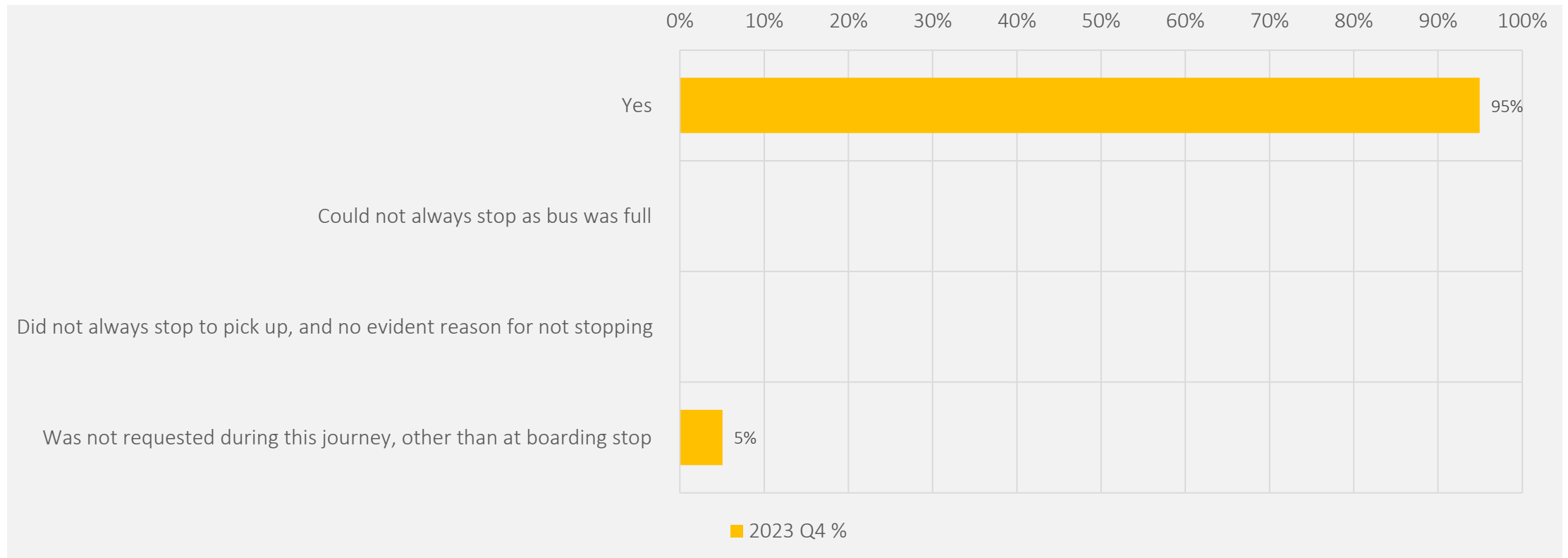
2023 Q4





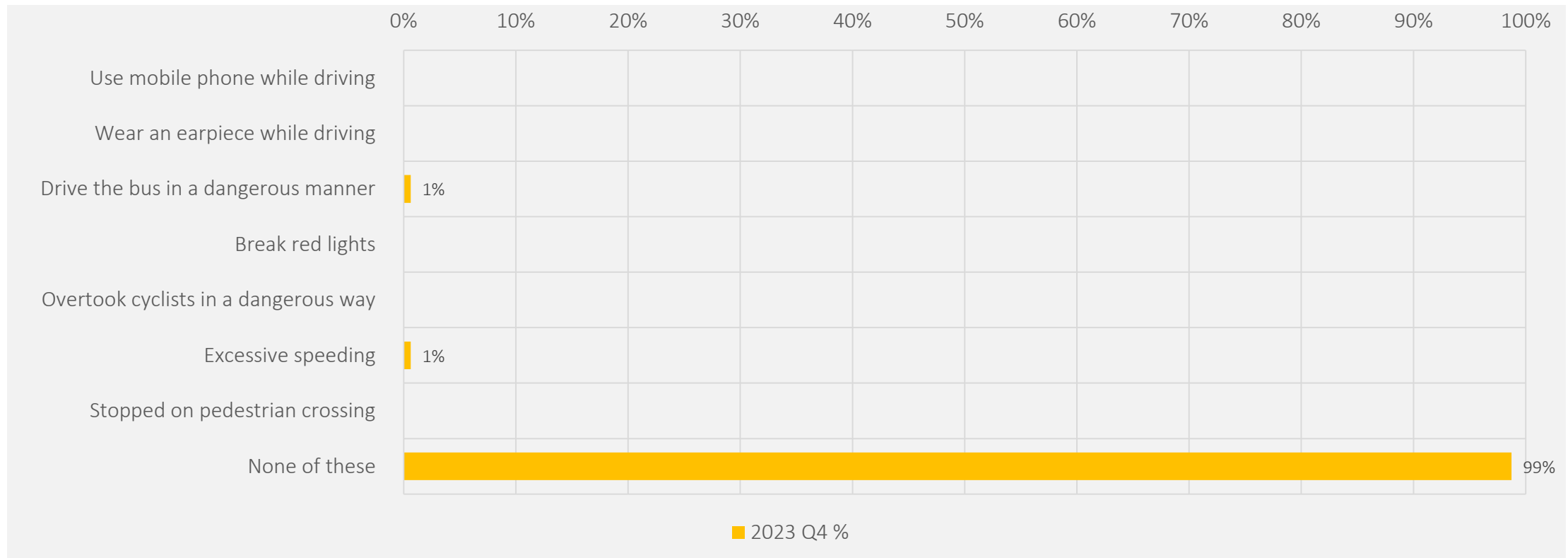
## Bus Driver Performance

84. So far as you could tell, did the driver always stop to pick up passengers when requested? \*158



## Bus Driver Performance

80. Did the bus driver do any of the following while driving?  
(NB Base size may be greater than the total number of assessments as one or more may be selected.) \*158

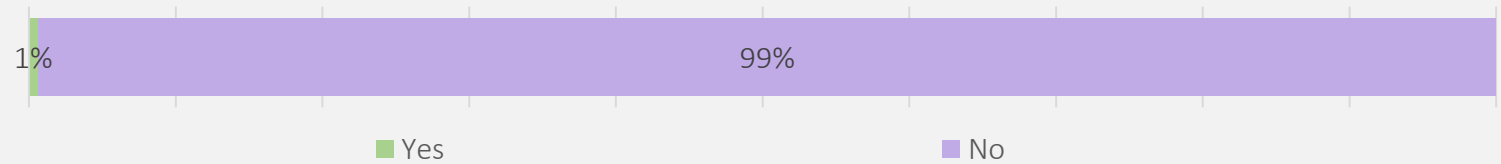


## Bus Driver Performance

### Other Driver Behaviours

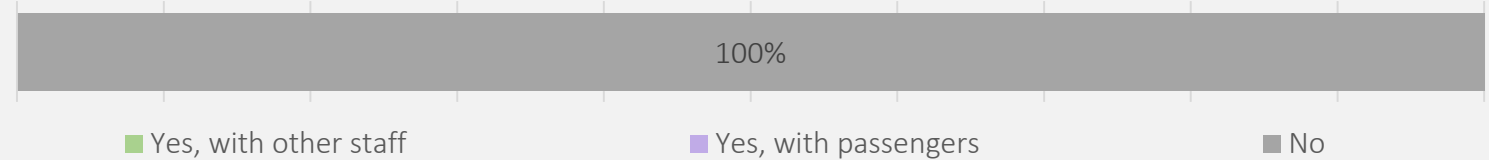
81. Did the driver listen to music or the radio whilst driving?  
(Only relevant for city routes)  
\*158

2023 Q4



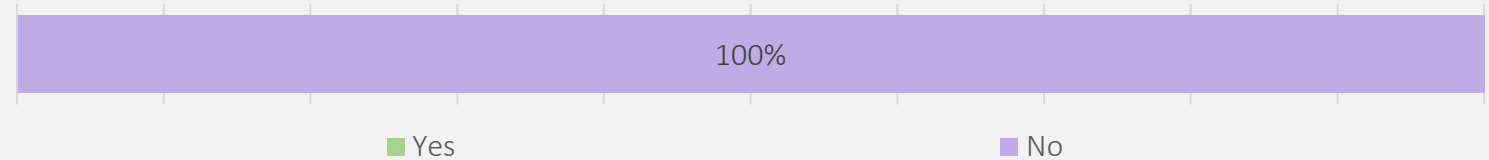
82. Did the driver hold long conversations with other people on the bus while driving? \*158

2023 Q4



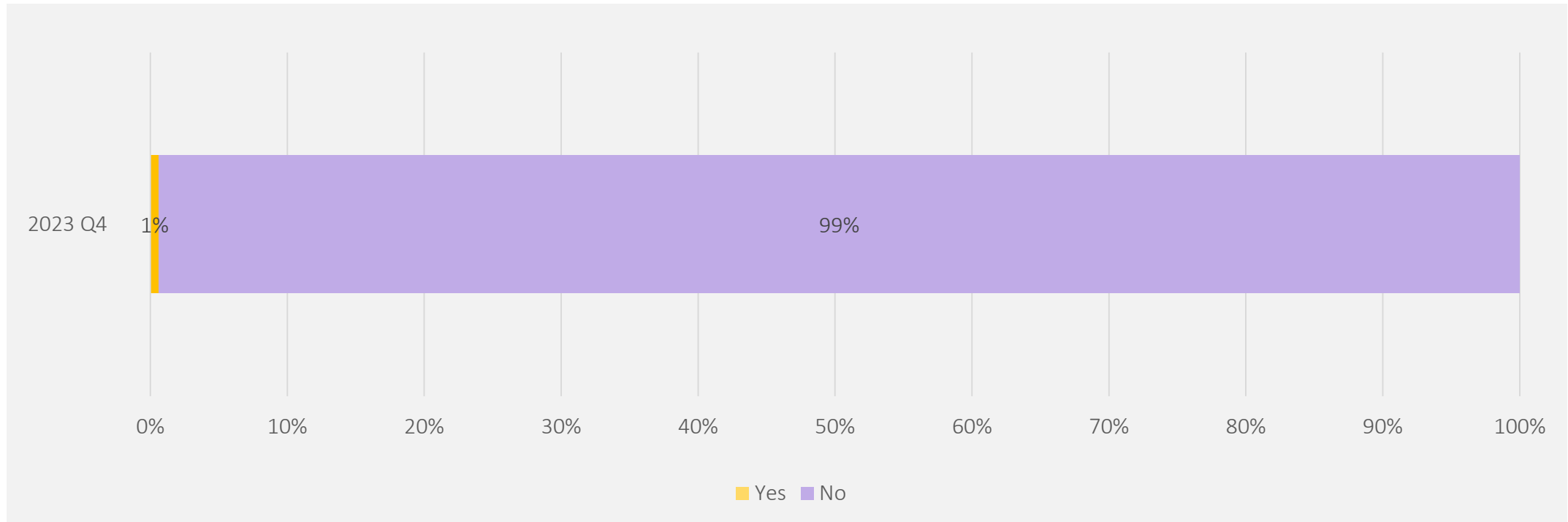
83. Did the driver leave the bus unattended at any time?  
\*158

2023 Q4



## Bus Driver Performance

86. Did bus terminate early or divert off course? \*158



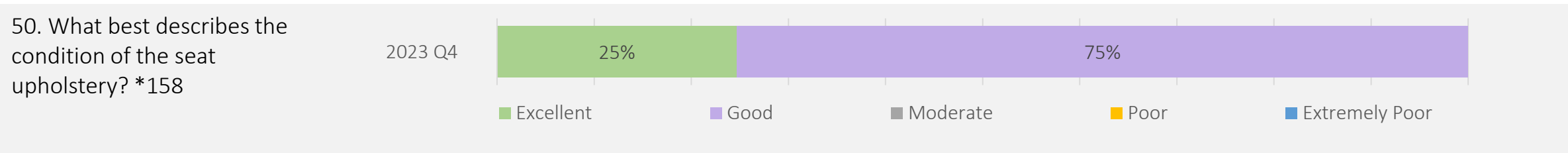
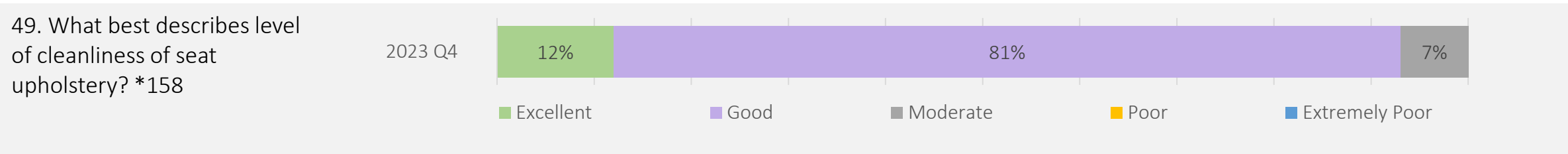
## Cleanliness Performance - Bus Cleanliness

Contains questions relating to the following Bus Cleanliness Performance:

- Seat Cleanliness and Condition
- Floors and Stairs Cleanliness and Level of Litter
- Panels, Ceilings, Stairs and Other Fixtures and Fittings Cleanliness and Condition
- Window Cleanliness and Condition
- External Bus Cleanliness and Condition

## Cleanliness Performance - Bus Cleanliness

### Seat Cleanliness and Condition

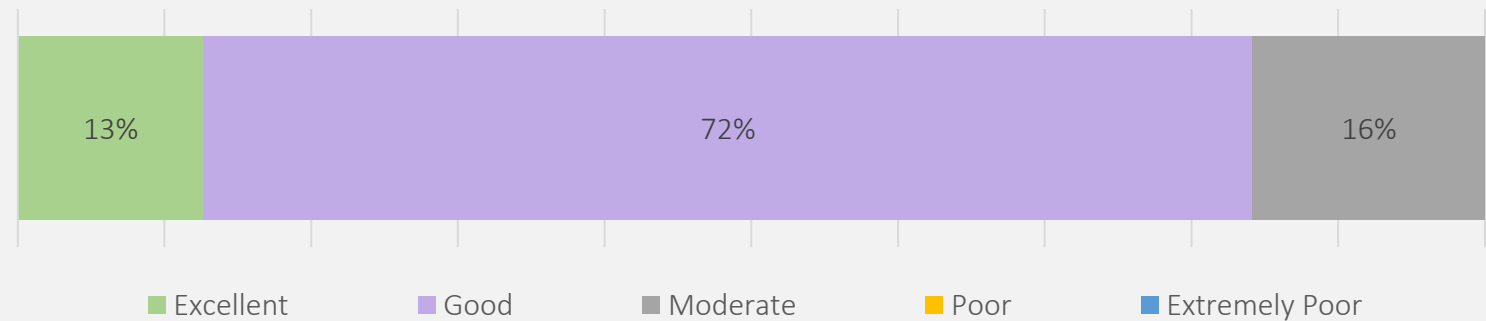


## Cleanliness Performance - Bus Cleanliness

### Floors and Stairs Cleanliness and Level of Litter

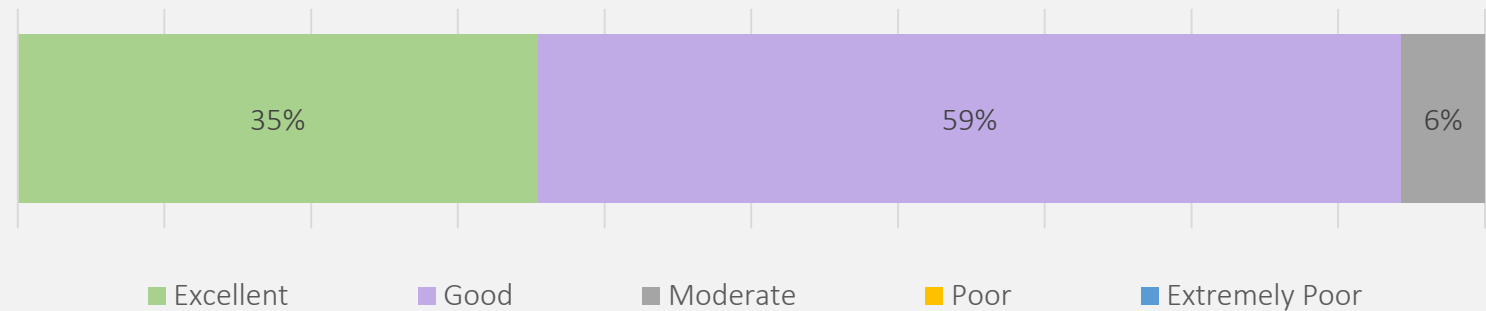
54. What best describes level of cleanliness of floors and stairs? \*158

2023 Q4



55. What best describes level of litter of floors and stairs? \*158

2023 Q4

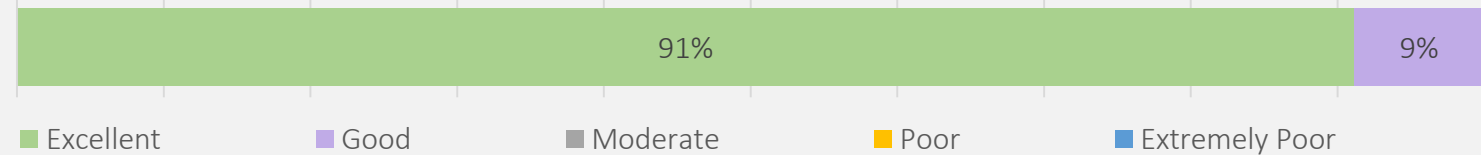


## Cleanliness Performance - Bus Cleanliness

### Panels, Ceilings, Stairs and Other Fixtures and Fittings Cleanliness

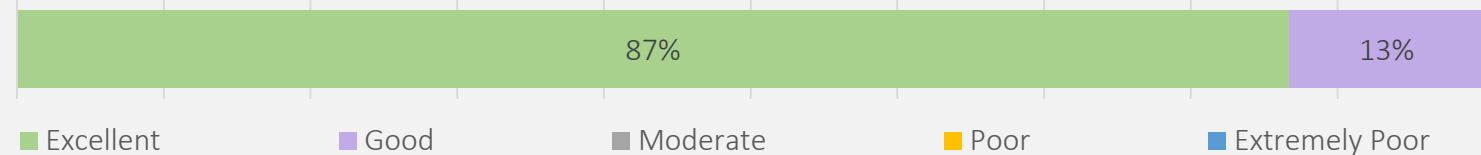
56. What best describes the level of non-scratched graffiti on panels, ceilings, stairs and other fixtures and fittings? \*158

2023 Q4



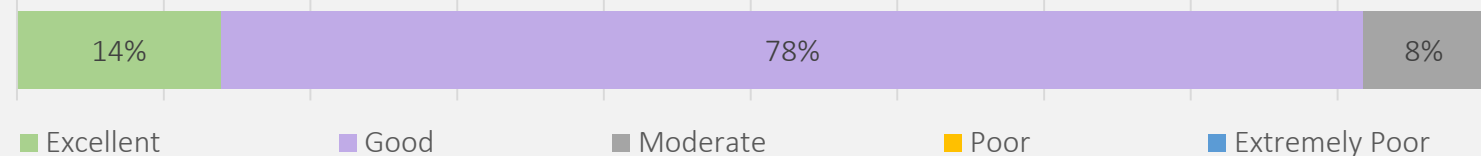
57. What best describes the level of etching on panels, ceilings, stairs and other fixtures and fittings? \*158

2023 Q4



58. What best describes level of cleanliness of panels, ceilings and other fixtures and fittings? \*158

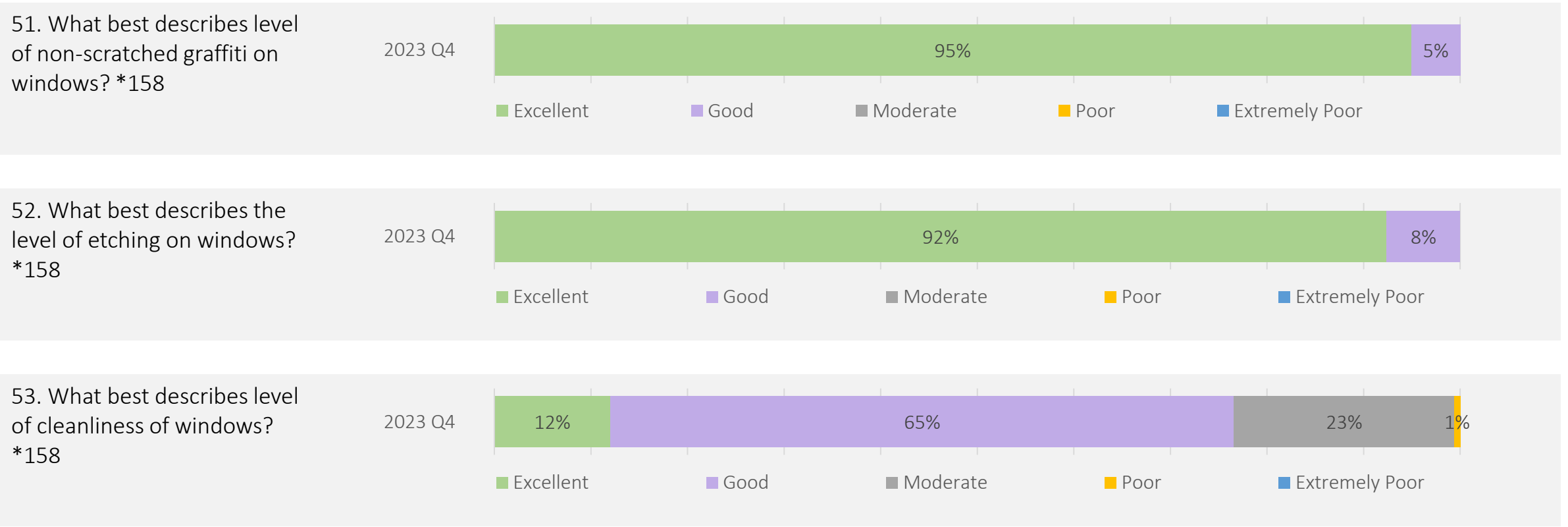
2023 Q4





## Cleanliness Performance - Bus Cleanliness

### Window Cleanliness and Condition

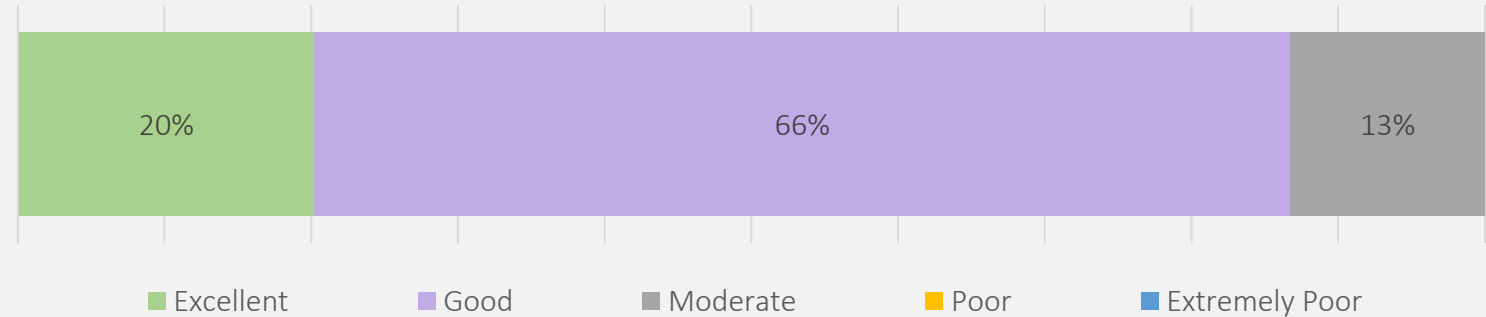


## Cleanliness Performance - Bus Cleanliness

### External Bus Cleanliness and Condition

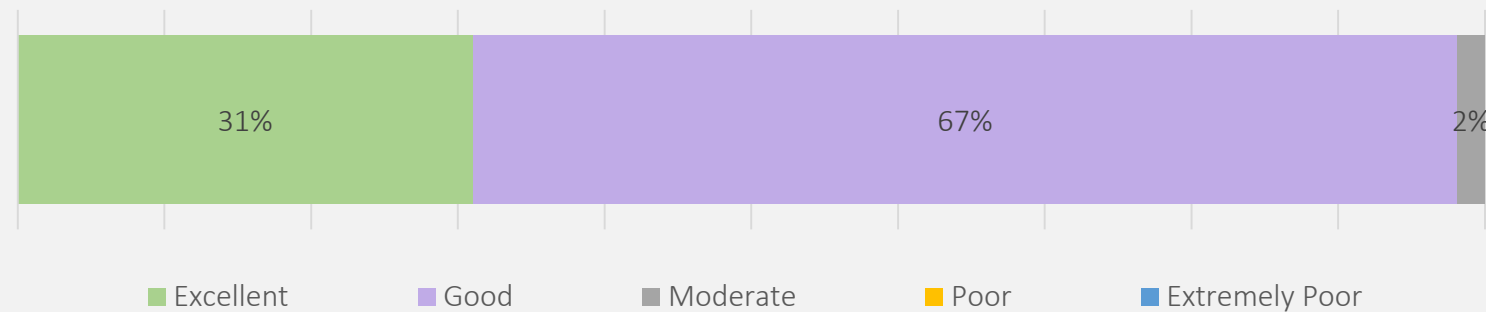
74. Please rate the overall external cleanliness of the bus  
\*158

2023 Q4



75. Please rate the overall external condition of the bus  
\*158

2023 Q4



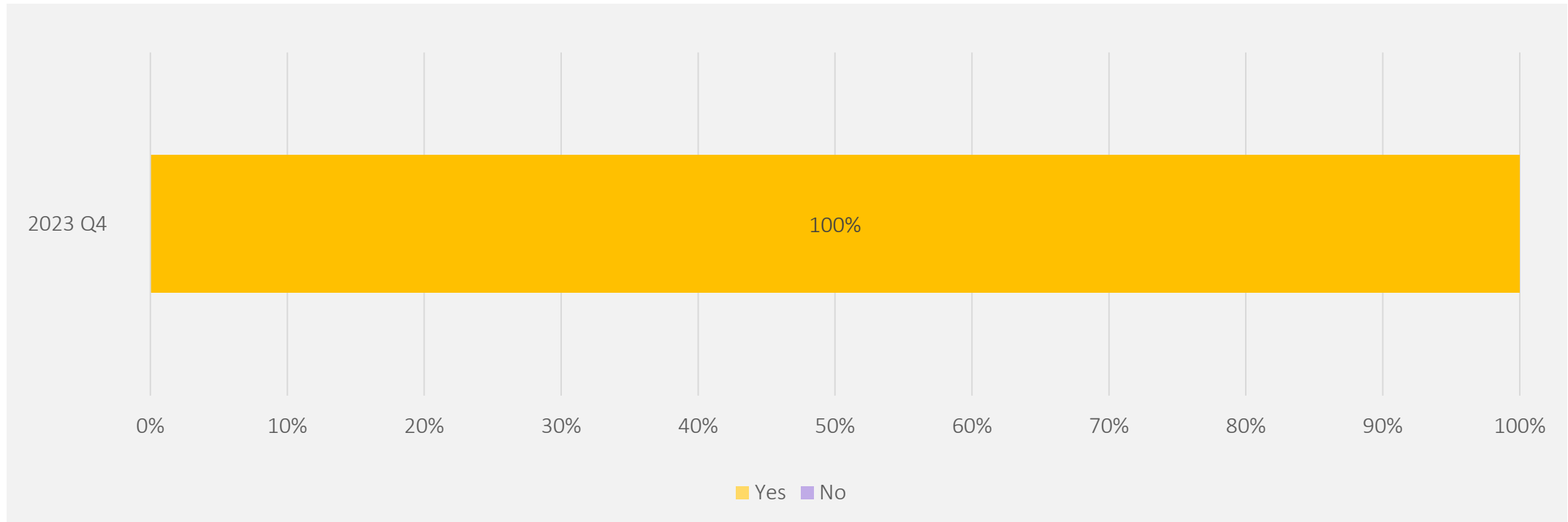
## Customer Information Performance

Contains questions relating to the following Customer Information Performance:

- External Bus Customer Information Display

## Customer Information Performance

31. Were the fares displayed clearly at the entrance? \*158



## Assessment measures

Questions referring to bus cleanliness, condition and graffiti all use a “five-point scale”. This is a scale that offers five response options starting with the most positive (Excellent) and ending with the most negative (Extremely Poor). The description for each of these scale points are listed below;

Cleanliness	Condition	Graffiti	Litter
<b>Excellent</b> - no evidence of dirt, dust, staining, marks or fluids	<b>Excellent</b> - no visible damage / wear and tear	<b>Excellent</b> - no sign of graffiti	<b>Excellent</b> - no litter whatsoever
<b>Good</b> - very little evidence of dirt, dust, staining, marks or fluids	<b>Good</b> - very little damage / wear and tear	<b>Good</b> - a very small amount of graffiti	<b>Good</b> - very small amount of litter
<b>Moderate</b> - some evidence of dirt, dust, staining, marks or fluids building up	<b>Moderate</b> - some damage / wear and tear, but not in need of repair	<b>Moderate</b> - some evidence of graffiti	<b>Moderate</b> - litter beginning to build up
<b>Poor</b> - large amount of dirt, dust, staining, marks or fluids built up	<b>Poor</b> - large amount of damage, non-urgent attention recommended	<b>Poor</b> - a large amount of graffiti	<b>Poor</b> - large amounts of litter
<b>Extremely Poor</b> - extensive amount of dirt, dust, staining, marks or fluids built up	<b>Extremely Poor</b> - extensive damage, repair urgently needed	<b>Extremely Poor</b> - very heavy graffiti	<b>Extremely Poor</b> - very heavily littered

# Ipsos Standards & Accreditations

Ipsos's standards & accreditations provide our clients with the peace of mind that they can always depend on us to deliver reliable, sustainable findings. Moreover, our focus on quality and continuous improvement means we have embedded a 'right first time' approach throughout our organisation.



**ISO 20252** – is the international market research specific standard that supersedes BS 7911 / MRQSA & incorporates IQCS (Interviewer Quality Control Scheme); it covers the 5 stages of a Market Research project. Ipsos UK was the first company in the world to gain this accreditation.



**MRS Company Partnership** – By being an MRS Company Partner, Ipsos UK endorse and support the core MRS brand values of professionalism, research excellence and business effectiveness, and commit to comply with the MRS Code of Conduct throughout the organisation & we were the first company to sign our organisation up to the requirements & self regulation of the MRS Code; more than 350 companies have followed our lead.



**ISO 9001** – International general company standard with a focus on continual improvement through quality management systems. In 1994 we became one of the early adopters of the ISO 9001 business standard.



**ISO 27001** – International standard for information security designed to ensure the selection of adequate and proportionate security controls. Ipsos UK was the first research company in the UK to be awarded this in August 2008.



**The UK General Data Protection Regulation (UK GDPR) & the UK Data Protection Act 2018 (DPA)** – Ipsos UK is required to comply with the UK General Data Protection Regulation and the UK Data Protection Act; it covers the processing of personal data and the protection of privacy.



**HMG Cyber Essentials** – A government backed and key deliverable of the UK's National Cyber Security Programme. Ipsos UK was assessment validated for certification in 2016. Cyber Essentials defines a set of controls which, when properly implemented, provide organisations with basic protection from the most prevalent forms of threat coming from the internet.



**Fair Data** – Ipsos UK is signed up as a 'Fair Data' Company by agreeing to adhere to ten core principles. The principles support and complement other standards such as ISOs, and the requirements of Data Protection legislation.

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**This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252.**